Administrative Activities Review—Enrollment Management

Mission/Goals

We are in the process of developing an undergraduate enrollment plan for the university. Within this plan, enrollment goals will be defined that address the four pillars of enrollment management:

- New student recruitment
- Financial aid and tuition pricing
- Retention and completion
- Service-to-students

Services

The following are the primary roles of the chief enrollment officer:

- Oversight of financial aid, undergraduate admissions, and the transfer enrollment services center
- Strategic enrollment planning
- Facilitate the campus communication related to enrollment management efforts
- Develop a systematic and integrated approach to the implementation (and assessment) of enrollment management initiatives
- Establish and maintain external partnerships

Resources/Staffing

Currently there is not an enrollment management budget. Previously (2009-2012), a portion of the funds generated from the admissions application fee ($100,000) was placed into an enrollment management budget to handle one-time costs associated with a new initiative.

These funds provided enrollment management the ability to quickly respond to opportunities that would strengthen our enrollment efforts.

Future Plans

The Fall 2019 – Fall 2020 Enrollment Plan should be completed by October 1. This planning document will guide the University’s enrollment management efforts over the next two years.